
Indiana's Adult Engagement Campaigns

Jason Bearce & Sean Tierney
Indiana Commission for Higher Education

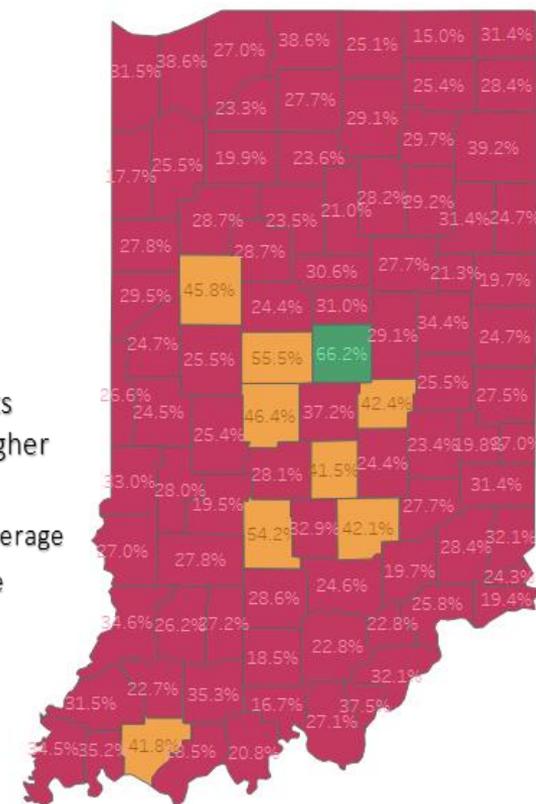
January 11, 2018

Indiana's Attainment Gap

- **Indiana's Goal:** 60% postsecondary education attainment by 2025
- **Current: 41.9% state attainment rate**
 - 36.9% Associate degree or higher
 - 5% certificate
- **Regional attainment:**
 - 1 county above 60% goal
 - 9 counties above national average
 - 83 counties below national average

% of working-age adults with an associate or higher

- meets 60% goal
- at or above national average
- below national average



Source: US Census Bureau, American Community Survey

Indiana's Adult Population

- **1.4 million** Hoosier adults between the ages of 25 and 64 have a high school diploma or less
- **712,000** have some college credits, but no degree
- **More than half (59.1%)** of working-age adults do not have a high-quality certificate or degree

Indiana's Financial Aid System

- Indiana ranks **5th nationally, first in Midwest** in need-based state financial aid (\$300+ million annually)
- Historically, most state financial aid designed for **traditional-age college students:**
 - Frank O'Bannon Grant
 - 21st Century Scholars Program

Adult Engagement Campaigns

You Can. Go Back. (2016)

- Adult Student Grant (\$2,000)
- Need-based financial aid
- All post-secondary degree or credentials



Next Level Jobs (2017)

- Workforce Ready Grant (full tuition and fees)
- Not need-based financial aid
- Limited to certificates in high-demand areas



Strategy

- Targeted **financial aid** programs for adult students
- **Clear communication** and **direct outreach**
- **Simplified application** and **college match** process
- **Coordinated support** with campus partners
- Engagement with **employers** and **community orgs**



You Can. Go Back.

You Can. Go Back.

Statewide campaign aimed at helping the 700,000+ Hoosier adults with some college but no degree finish what they started



You Can. Go Back.

Timeline

- **June 2014:** CHE adopted “Return and Complete”
- **Winter 2015:** Legislation passes (HEA 1001-2015)
- **Summer/Fall 2015:**
 - Convened Steering Team, Published Guidance
 - Determined Participating Schools and Incentives
 - Collected and Cleaned Student Record Data
 - Developed Online Portal/Dashboard
- **February 2016:** Campaign launches



You Can. Go Back.

Adult Student Grant

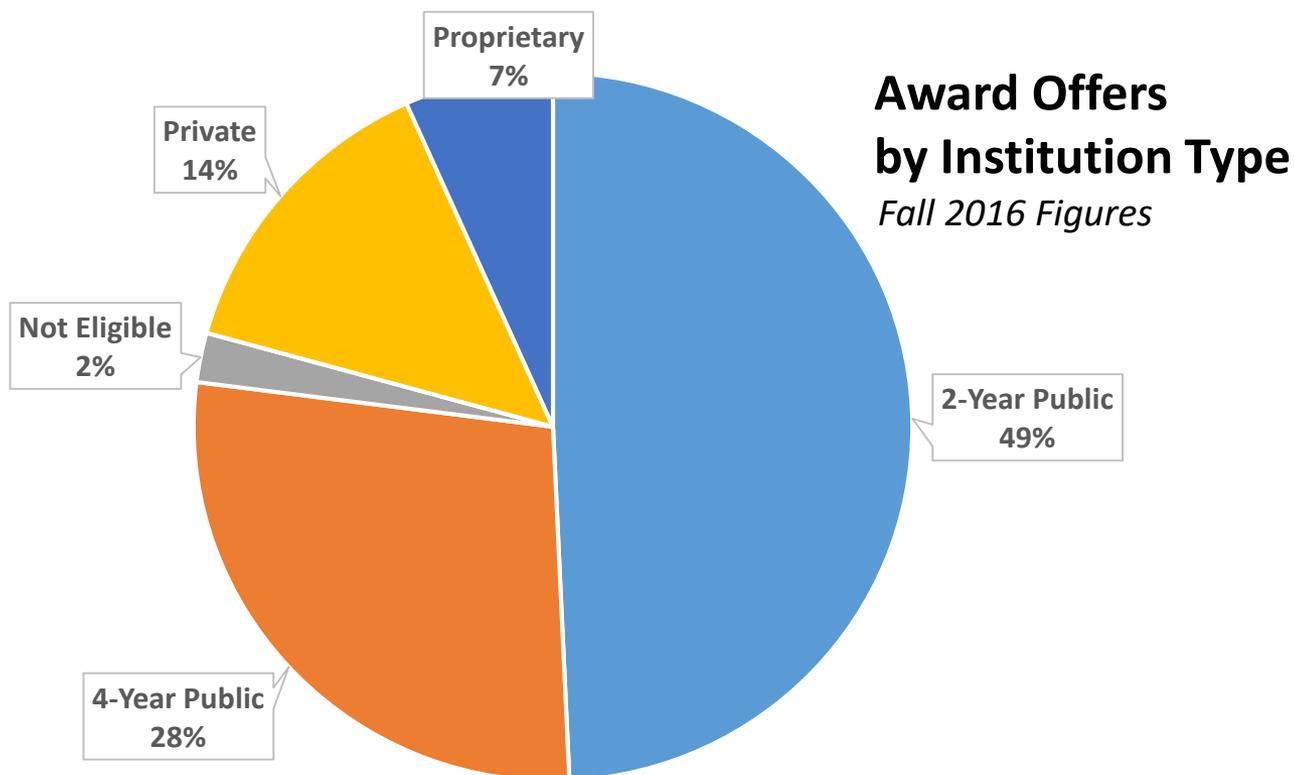
Adult Student Grant

- \$1,000 grant for eligible students (**now \$2,000**)
- **No application deadline**; awards created on rolling first-come, first-served basis.
- Must be **independent** student, enrolled at least half-time and complete at least 18 credits to **renew**



You Can. Go Back.

Adult Student Grant



You Can. Go Back.

Marketing & Outreach

Understanding Our Audience

Why they don't go back

- No Time, Family Commitments (70% have children)
- No Money, No Savings, Debt
- Impacted by Last Attempt

Why they want to go back

- Opportunities for Advancement, Greater Income
- *Sense of Accomplishment, Make Family Proud*

Direct Outreach

- **Target Population:**
 - Attended college within the last 10 years
 - Earned 25% or more of the credits needed to graduate
 - Had not earned any degree
- **Targeted Outreach:**
 - **125,000** postcards with individualized URLs
 - **300,000** emails
 - **32,000+** outbound calls



You Can. Go Back.



A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.

**LARGE
INCOME
BUMP**

+\$20k

College Grads vs
High School Grads

**LESS CHANCE
OF BEING
UNEMPLOYED**

3x

Bachelor's vs
High School Degree

**MORE
CAREER
OPTIONS**

60%

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives
www.YouCanGoBack.com/Anthony.Smith

An Initiative of the Indiana Commission for Higher Education



A woman with her hair in a bun is shown in profile, kissing a young boy on the cheek. They are in a room with a large window in the background. A teal banner is at the top left.

A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.

LARGE
INCOME
BUMP

+\$20k

College Grads vs
High School Grads

LESS CHANCE
OF BEING
UNEMPLOYED

3x

Bachelor's vs
High School Degree

MORE
CAREER
OPTIONS

60%

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives

www.YouCanGoBack.com/Lavonne.Smith

An Initiative of the Indiana Commission for Higher Education





A lot has changed since you left college.
LIKE YOUR REASONS FOR RETURNING.

LARGE
INCOME
BUMP

+\$20k

College Grads vs
High School Grads

LESS CHANCE
OF BEING
UNEMPLOYED

3x

Bachelor's vs
High School Degree

MORE
CAREER
OPTIONS

60%

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives

www.YouCanGoBack.com/Jason.Smith

An Initiative of the Indiana Commission for Higher Education



A lot has changed since you left college.
LIKE THE COST OF NOT RETURNING.

LARGE
INCOME
GAP

-\$20k

High School Grads vs
College Grads

GREATER
CHANCE OF
UNEMPLOYMENT

3x

High School vs
Bachelor's Degree

FEWER
CAREER
OPTIONS

60%

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives

www.YouCanGoBack.com/Matt.Smith

An Initiative of the Indiana Commission for Higher Education



A lot has changed since you left college.
LIKE THE COST OF NOT RETURNING.

**LARGE
INCOME
GAP**

-\$20k

High School Grads vs
College Grads

**GREATER
CHANCE OF
UNEMPLOYMENT**

3x

High School vs
Bachelor's Degree

**FEWER
CAREER
OPTIONS**

60%

Jobs Requiring Education
Beyond High School by 2018

Explore available programs and access your incentives

www.YouCanGoBack.com/Diane.Smith

An Initiative of the Indiana Commission for Higher Education



Incentives for Returning Students.

The future starts now.

Anthony, Indiana colleges and universities are making it easier to finish your degree.

FLEXIBLE

ONLINE, EVENING
& WEEKEND CLASSES



\$1,000

STATE GRANTS*
First Come, First Serve



FORGIVENESS

FOR
DEBT/GRADES*



* Other incentives are available from colleges and universities plus special programs for returning students like accelerated degrees and academic credit for work and military experience.

GET
STARTED

Explore available programs and
access your incentives.

Or call (844) GO-BACK-2
(844) 462-2252

www.YouCanGoBack.org/Anthony.Smith

* For eligible students



You Can. Go Back.

Indiana Commission for Higher Education
101 West Ohio Street #300, Indianapolis, IN 46204

FIRST CLASS MAIL
U.S. POSTAGE
PAID
Indianapolis, IN
Permit No. 9502

ANTHONY SMITH
1234 ADDRESS DRIVE
APARTMENT 2B
ANYTOWN, IN XXXXX

A lot has changed since you left college.
LIKE HOW WORK EXPERIENCE CAN COUNT.



Scan with
your smart phone

Explore special programs and incentives for returning students.

CREDIT

For Work/Military
Experience*

FLEXIBLE

Online, Evening &
Weekend Classes

\$1,000

State Grants*
First Come, First Serve

* For eligible students



You Can. Go Back.

An initiative of the Indiana Commission for Higher Education

VISIT

www.YouCanGoBack.com/2016

or call (844) GO-BACK-2

(844) 462-2252

A lot has changed since you left college.
LIKE YOU, FOR INSTANCE.



Scan with
your smart phone

Indiana colleges and universities are making
it easier to finish your degree.



You Can. Go Back.

Indiana Commission for Higher Education
325 West Ohio Street #300, Indianapolis, IN 46204

A lot has changed since you left college.
LIKE YOU, FOR INSTANCE.



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You Can. Go Back.

Indiana Commission for Higher Education
325 West Ohio Street #300, Indianapolis, IN 46204

YouCanGoBack.org



You Can. Go Back.



Indiana colleges and universities have made it easier for you to finish your degree.

FIND YOUR
BEST SCHOOL MATCH



LEARN MORE ▶

LEARN MORE ABOUT
EXCLUSIVE INCENTIVES



INDIANA COMMISSION *for*
HIGHER EDUCATION



You Can. Go Back.

ABOUT YOU

SELECT ANSWERS AND CLICK NEXT TO CONTINUE.

1 ARE YOU AN INDIANA RESIDENT?



Yes No

2 HAVE YOU COMPLETED SOME COLLEGE BUT HAVE NOT GRADUATED?



Yes No

PROGRESS



NEXT ▶



You Can. Go Back.

YOUR WISH LIST

3

WHAT'S YOUR DESIRED FIELD OF STUDY?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Arts & Communication



Business & Economics



Elementary / Special Education



Health



Social & Behavioral Sciences



Science, Technology,
Engineering & Mathematics



Trades & Industry

Not Sure

PROGRESS





You Can. Go Back.

YOUR WISH LIST

4

WHAT'S YOUR DESIRED DEGREE?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

Certification
2 years or less

Associate Degree
2 years

Bachelor Degree
4 years

Not Sure

PROGRESS



◀ BACK

NEXT ▶



You Can. Go Back.

YOUR WISH LIST

5

WHAT'S YOUR PREFERRED LEARNING STYLE?



CHOOSE ONE. CHECK BOX TO SELECT AND NEXT TO CONTINUE.

- In Classroom
- Online*
- No Preference

* Not all degree options may be available online.

PROGRESS



◀ BACK

NEXT ▶



INDIANA COMMISSION *for*
HIGHER EDUCATION



You Can. Go Back.



These are the schools that match your wish list.



Select school(s) to get additional information on the special programs for returning students. Then, click NEXT to continue.

<input type="checkbox"/>  Indiana State University TERRE HAUTE, INDIANA Incentives <ul style="list-style-type: none"> Grade Forgiveness Work/Military Credit Online Programs Plus More 	<input type="checkbox"/>  INDIANA UNIVERSITY BLOOMINGTON BLOOMINGTON, INDIANA Incentives <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details 	<input type="checkbox"/>  INDIANA UNIVERSITY KOKOMO KOKOMO, INDIANA Incentives <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details 	<input type="checkbox"/> IUPUC COLUMBUS, INDIANA Incentives <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details
<input type="checkbox"/> IUPUI INDIANAPOLIS, INDIANA Incentives <ul style="list-style-type: none"> Grade Forgiveness Online Programs Night & Weekend Classes Get Details 	<input type="checkbox"/>  WGU INDIANA ONLINE UNIVERSITY Incentives <ul style="list-style-type: none"> Tuition Discounts Online Classes Get Details 		



You Can. Go Back.

WGU Indiana Next Steps

Hello s,

Thank you for your response to the *You Can. Go Back.* program and interest in WGU Indiana.

WGU has programs that make it easy for you to re-enroll in college and succeed. They will review your case individually to match you with the right program and best incentives available.

The following programs and incentives are available to eligible returning students:

- Application waiver worth \$65
- \$100 tuition certificate
- Scholarship opportunities solely for *You Can. Go Back.* participants
- Flexible, competency-based, and completely online programs giving students the opportunity to graduate faster
- Free e-textbooks and learning materials
- Generous transfer policies

Next steps:

Jenny Merritt, from WGU Indiana, will call you in three business days. In the meantime, she can be reached at jenny.merritt@wgu.edu or [385-428-5899 ext. 5899](tel:385-428-5899).

Best of luck on your academic future!

Indiana Commission for Higher Education



CAREER | COLLEGE | COST

STUDENTS

ADULT LEARNERS

MILITARY

EDUCATORS

PARENTS

OUR PARTNERS

HOME > ADULT LEARNERS

ADULT LEARNERS

Going back is a major step forward. You don't have to be a traditional student to benefit from a great education. From getting your degree, to changing to an exciting new career, great opportunities open up once you start on the path back to school. Why wait? The next chapter of your life begins here.

YOU CAN. GO BACK.

Statewide effort to help 750,000+ Hoosiers finish their degrees.

Enacted by the 2015 General Assembly, **You Can. Go Back.** is a statewide campaign that aims to help the 750,000+ Hoosier adults with

some college but no degree finish what they started. With \$7.5 million in state grants available for adult students, the Indiana Commission for Higher Education (CHE) is reaching out to Hoosiers directly and connecting them with Indiana colleges that are committed to eliminating barriers for returning adults. Many colleges are offering special programs and incentives—including flexible class schedules and online courses, college credit for work and military experience, grade- and debt-forgiveness programs— as well as scholarships, tuition discounts and \$1,000 in State grants on a first come, first serve basis for qualifying students.



YouCan.GoBack@che.in.gov

(844)462-2252

> [Public College Ambassadors](#)

> [Private College Ambassadors](#)

YOU CAN. GO BACK. LEARN MORE! >

Partner Engagement

Statewide Partnerships

- Governor's Office, General Assembly
 - Included *You Can. Go Back.* in outreach/newsletters
- Department of Workforce Development
 - WorkOne Centers
- Family Social Services Administration
- State Personnel Department
- Mayors, Townships and Libraries
- Community Foundations



Employer Partnership Examples

- **Comcast Partnership:** Partnered with WGU Indiana, Ivy Tech Community College and Indiana Wesleyan University to offer employees **deferred tuition payment** plans
- **Cook Group Partnership:** Employees who dropped out of high school can complete high school equivalency and earn a specialized certificate or degree



The Response

The Response

- **19,000+** Adult Student Grant **applications** received in FY17 (increase from 3,500 in FY16)
- **12,000+** contacted **adults re-enrolled** as of fall 2017
- **30 public and private** institutions partnered to assist returning adults
- Gained a **better understanding of the barriers** facing this population



You Can. Go Back.

Next Steps

2017 Legislative Session

- **Flexibility for Satisfactory Academic Progress (SAP):** Provides access to the Adult Student Grant for returning adults who don't meet Satisfactory Academic Progress
- **Financial Aid for PLA:** State aid will cover Prior Learning Assessment fees
- **Workforce Ready Grant:** New last-dollar aid program covers tuition and fees for high-value certificates



You Can. Go Back.



NextLevel Jobs

INDIANA

NextLevelJobs.org

Next Level Jobs

- **Next Level Jobs** is the workforce training portion of Governor Holcomb's Next Level agenda
- Launched August 2017 with two grants:
 - **Workforce Ready Grant**, for students and employees
 - **Employer Training Grant**, for employers

**Free Training. Better Jobs.
Stronger Indiana.**

 **NextLevel Jobs**
INDIANA

NextLevelJobs.org



**You put in the work.
We'll pay for your training.**

 **NextLevel Jobs**
INDIANA

NextLevelJobs.org





NextLevel Jobs
INDIANA

**Free Training.
Better Jobs.
Stronger
Indiana.**

NextLevelJobs.org



NextLevel Jobs
INDIANA



**Advanced
Manufacturing**



**Building &
Construction**



**IT & Business
Services**



**Health &
Life Sciences**



**Transportation
& Logistics**

NextLevelJobs.org



Training Locations and Contact Information

 **Ivy Tech Community College**
helpivy@ivytech.edu | 1.888.IvyLine

 **Vincennes University**
ESievers@vtnu.edu | 812.887.6109

Workforce Ready Grant

Workforce Ready Grant

Provides **free training** for working-age Hoosiers in the state's highest demand jobs and industry sectors:

- **Advanced Manufacturing**
- **Building & Construction**
- **Health & Life Sciences**
- **Information Technology & Business Services**
- **Transportation & Logistics**

Grant Requirements

- Be an Indiana resident and an eligible U.S. citizen
- Have a high school diploma or equivalency diploma/GED but less than a college degree
- Be independent as determined by the FAFSA
- Enroll in a **qualifying certificate program** at Ivy Tech Community College or Vincennes University
- Enroll at least as a half-time student

Certificate Selection

- Must fit **one of five industry sectors**
- Credit-bearing certificates
 - 4 or 5 Flame according to DWD's Hot Jobs Methodology
- Non-credit-bearing certificates
 - 5 Flame according to DWD's Hot Jobs Methodology
- DWD's methodology looks at
 - short- and long-term job growth, job growth rates and job openings; plus current median wages

Certificate Selection

- **Ivy Tech Community College**
 - 69 credit-bearing certificates
 - 43 non-credit-bearing certificates
- **Vincennes University**
 - 33 credit-bearing certificates
 - 21 non-credit-bearing certificates

Budget

- Funding will come from two sources:
 - Existing reserve for the Adult Student Grant
 - General Assembly appropriated \$4 million over the biennium
- Leverages existing state and federal aid
- Additional funding: “a good problem to have”

NextLevelJobs.org

Free Training. Better Jobs. Stronger Indiana.

Take it to the next level!

For a stronger Indiana, we all want better jobs, higher wages and a more skilled workforce. Now, thanks to Indiana's Workforce Ready grant, the training crucial to making this happen, could be paid for by the state.

Indiana's Workforce Ready grants program, funded by the the General Assembly as part of Governor Holcomb's Next Level Indiana agenda can cover tuition costs for high-demand training programs in **Advanced Manufacturing, Building and Construction, Health Sciences, IT & Business Services, Transportation & Logistics.**

Click below to get started.

I'm a Next Level
Job Seeker

I'm an Indiana
Employer



[Home](#)

[About](#)

[Workforce Ready Grant](#)

[Communications Kit](#)



ABOUT YOU

This program has been developed by the State of Indiana to help working-age Hoosiers find a path to a better job through education and training beyond high school.

SELECT ANSWERS AND CLICK NEXT TO CONTINUE.

1 DO YOU LIVE IN INDIANA?



Yes No

2 WHAT COUNTY DO YOU LIVE IN?



--Please Select-- ▼

3 HIGHEST EDUCATION LEVEL COMPLETED?



- I do not have a high school diploma.
- I have a high school diploma or equivalent.
- I have a certificate or industry certification.
- I have college credits but no degree.
- I have an associate degree.
- I have a bachelor's degree or higher.

YOUR CAREER PATH

4 WHAT CAREER PATH ARE YOU INTERESTED IN?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.



Advanced Manufacturing

ANNUAL JOB OPENINGS
14,900 Statewide • 2,000 Regional



IT & Business Services

ANNUAL JOB OPENINGS
11,400 Statewide • 4,500 Regional



Building & Construction

ANNUAL JOB OPENINGS
3,800 Statewide • 1,200 Regional



Health & Life Sciences

ANNUAL JOB OPENINGS
12,200 Statewide • 3,900 Regional



Transportation & Logistics

ANNUAL JOB OPENINGS
3,600 Statewide • 1,800 Regional

None of the above

Annual job demand data provided by the Indiana Department of Workforce Development.

PROGRESS



Back

Next

YOUR CAREER PATH

4

WHAT CAREER PATH ARE YOU INTERESTED IN?



CHOOSE ONE. CLICK TO SELECT AND NEXT TO CONTINUE.

CLICK NEXT TO CONTINUE

Advanced Manufacturing

POSSIBLE CAREERS: Welder, Machinist, Quality Manager, Robotics Technician



IT & Business Services

ANNUAL JOB OPENINGS
11,400 Statewide • 4,500 Regional



Building & Construction

ANNUAL JOB OPENINGS
3,800 Statewide • 1,200 Regional



Health & Life Sciences

ANNUAL JOB OPENINGS
12,200 Statewide • 3,900 Regional



Transportation & Logistics

ANNUAL JOB OPENINGS
3,600 Statewide • 1,800 Regional

None of the above

Annual job demand data provided by the Indiana Department of Workforce Development.

PROGRESS



Back

Next

ABOUT YOU

CONTACT INFORMATION



COMPLETE OR CORRECT THE INFORMATION BELOW AND CLICK NEXT.

You will be instantly matched with education or training providers that meet your specifications and emailed next steps for each provider you select.

First Name *

Last Name *

Address *

Address Line 2

City * IN - India ▼ * Zip Code *

(Area Code) Telephone
* * *

E-mail *

- YES, please share my information with **employers** in my area looking for employees in my field.
- YES, please share my information with **community partners and local organizations** that can help me reach my goals.



These are the training providers that meet your needs.

 Select from the training providers below to get additional information on qualifying programs. Then, click NEXT to continue.


LOCATIONS AVAILABLE STATEWIDE


JASPER, INDIANA


VINCENNES, INDIANA

Next 



Thank you for your interest in the Next Level Jobs initiative! You have taken the first step toward taking your career to the Next Level, and the State of Indiana is ready to help. Please check your email for details on next steps.

Best of luck as you take your career—and Indiana—to the Next Level!

A handwritten signature in black ink that reads 'Eric Holcomb'.

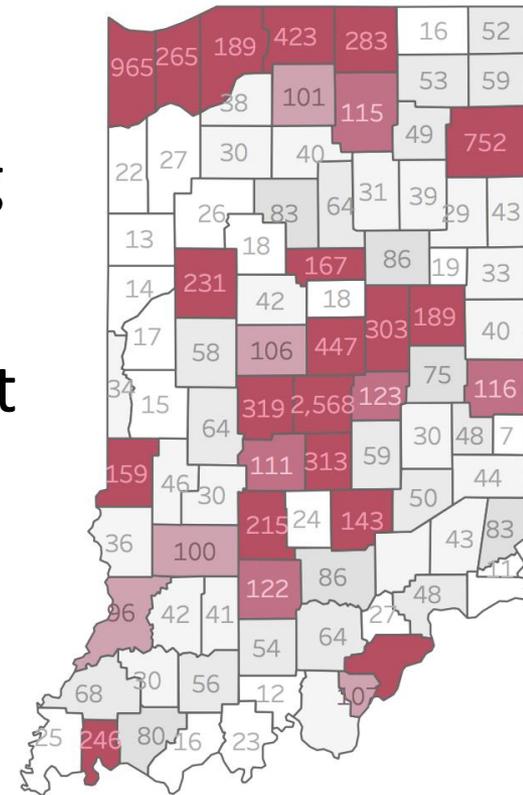
Governor Eric Holcomb

The Response

The Response... So Far

As of January 8, 2018...

- **280,000+** total visits to NextLevelJobs.org
- **169,000+** unique visitors
- **13,000+** Workforce Ready Grant applicant connected with Ivy Tech, Vincennes, WorkOnes, etc.
- Workforce Ready Grant applications received from all 92 Indiana counties



Workforce Ready Grant

Applicants By Industry Sector:

- **35%** IT & Business Services
- **30%** Health & Life Science
- **15%** Advanced Manufacturing
- **8%** Building & Construction
- **7%** Transportation & Logistics

9% opted for broader
You Can. Go Back.
(Adult Student Grant-
eligible) program options

Next Steps

2018 Legislative Session Proposals

- **Flexibility for SAP:** Provides access to the Workforce Ready Grant for returning adults
- **Expansion of WRG Eligibility:** Removes restrictions on previous degree-earners and FAFSA dependent students

Questions?

Jason Bearce & Sean Tierney
Indiana Commission for Higher Education

JBearce@che.IN.gov & STierney@che.IN.gov
